



Atascadero City Council

Staff Report – City Manager’s Office

Economic Development Strategy - Report of Findings

RECOMMENDATION:

Council receive an initial report of findings from Applied Development Economics and provide feedback on the report.

DISCUSSION:

On April 8, 2008, the City Council hired Applied Development Economics (ADE) of Walnut Creek to revise the City’s economic development strategy. Shortly after the consultants were hired, they began working with staff. Throughout the summer of 2008, ADE gathered information about Atascadero by reviewing City documents, interviewing stakeholders, holding several community meetings, providing a market analysis, issuing a mail survey and developing a Strengths, Weaknesses, Opportunities, and Threats analysis. The information was then used to develop draft economic goals for the community. A public forum to discuss potential goals was held on November 22, 2008 at the Colony Park Community Center. Since this time, ADE has been finalizing their findings and drafting goals for the community.

The information collected and their suggestions for the community’s initial economic goals are being shared this evening in a report entitled, “Report of Findings for the Economic Development Strategy for the City of Atascadero” (Attachment A). The contents of this report will be included in the final version of the economic strategy. The main difference between what is being discussed this evening and what will be in the final report is that the final report will contain the action steps for achieving success. In essence, the action steps are the meat of the report; however, these cannot be developed until the community’s economic goals and objectives have been reviewed by the City Council.

Tonight ADE representatives are in attendance to discuss the report of findings and the community’s suggested economic goals. The primary objective of this evening’s discussion is to provide feedback on the goals being suggested by ADE so that ADE can finalize the goals and develop action steps and a marketing plan for the City.

FISCAL IMPACT:

There is no financial impact as a result of this report.

ATTACHMENT:

Attachment A: Report of Findings